

Premiere of the Audi A8 in the "South Cube"

Koelnmesse Ausstellungen GmbH stages the premiere party with new space ideas at the Exhibition Center

The premiere party entitled "The art of progress" for the new Audi A8 was held at the Cologne Exhibition Center on Saturday. In order to make the Exhibition Center palatable to the automobile giant, Koelnmesse Ausstellungen GmbH (Kma) temporarily changed the name of the South Entrance to the "South Cube" for a very good reason: in addition to the presentation of the new Audi model, Cubist art was the subject of the event. "Audi made it clear right from the very beginning that it did not want to present the new Audi A8 in an exhibition hall. This was a great incentive for us to impress Audi with our Exhibition Center through the use of creativity and a perfectly matched conception", said Sandra Orth, Managing Director of Kma. This also included the idea of changing the rather functional name "South Entrance" to "South Cube". Audi presented the new A8 in a total of eight cities, including Munich, Berlin and Leipzig. However, Cologne was the only city where the trade fair company managed to acquire this contract.

The South Entrance was almost unrecognizable to the 350 invited VIP guests on Saturday. Thanks to the purposeful use of decorations and light, the cube was transformed into a delightful gala area where there is normally a rather unspectacular atmosphere owing to its utilization purpose. "The art in staging such an event is to clearly show the companies the strength of our complex in advance. We therefore create entirely new space ideas. By using a well thought-out concept, an entrance lobby or a passage that appears austere at first glance can be turned into an event venue for a film prize presentation ceremony, a boxing match or a glamorous dance evening", said Sandra Orth. New names are also planned for Hall 1 or the North Entrance. However, they will only be used in relation to the special events of Kma.

The work of the wholly-owned subsidiary of Koelnmesse is divided into main two areas. The large number of guest events at Cologne Exhibition Center represent one focal point. Depending on the requirements of the guest event organizer, the Kma team supervises the planned event by offering flexible services. So-called "special events" are the second main area. They involve unusual event formats. In this case, the work of Koelnmesse Ausstellungen GmbH goes far beyond pure marketing of the individual halls and locations in the company. As a dynamic and flexible unit of the parent company, Kma oversees every event individually and also provides creative and conceptual support. "We want to expand the special event section this year because the varied Cologne Exhibition Center enables us to come up with a suitable framework for every event", said Sandra Orth.